

CTC Legal Events

WINTER INTELLECTUAL PROPERTY CONFERENCE 2024



13-14 November, 2024
London, UK

Program

Event Eve

19:00-22:00	Welcome drinks reception
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Day 1

09:00-09:30	Registration & refreshments
09:30-09:40	<u>Welcome & introduction</u>
09:40-09:50	<u>Keynote: Aligning your IP strategy with legal and commercial needs</u> <i>Adeline-Fleur Fleming, Senior Managing Counsel, Mastercard</i>
09:50-10:50	<u>Session 1: The intersection of AI and IP: balancing innovation and protection</u> As AI revolutionizes industries and creates new opportunities for innovation, it also brings about legal and ethical challenges related to IP rights, ownership, and protection. The session will explore practical strategies to balance the promotion of AI-driven creativity with the protection of valuable IP assets. The discussion will focus on the changing landscape of AI and IP, highlighting best practices, emerging trends, and potential policy considerations. <i>Speakers: Arun Hill, Senior Consultant at Clarivate; Bruce Dearling, Partner at Hepworth Browne, Alex Simpson, General Counsel at B&M European Value Retail</i>
10:50-11:20	Refreshment break & networking
11:20-12:20	<u>Session 2: Game on: navigating IP in the gaming industry</u> Trademarks, copyrights and patents all have vital roles to play in protecting innovation in the gaming industry, particularly with the increase in advertising opportunities within video games. IP owners and IP professionals must be vigilant to protect their technology and brand. This session will discuss available protection for assets in the gaming industry, aspects such as deformation, and licensing trademarks in video games. <i>Speakers: Tencent; Tomasz Gawliczek, Partner at JWP</i>
12:20-13:20	<u>Session 3: A generation of counterfeit consumers</u> Considering the staggering statistics surrounding GenZ's purchase and consumption of counterfeit goods, this session will assess the wider impact

	<p>of counterfeit products, identify issues with the consumer perception of fakes, and offer actionable steps to reinstall faith in genuine products.</p> <p><i>Speakers: Bence Bozóki, Senior IP Counsel at Mars; Miles Rees, Deputy Director of IP Enforcement at UKIPO; Andrew Masterson, Lead for EMEA Partnerships at IP House</i></p>
13:20-14:30	Networking lunch and exhibition exploration
14:30-15:00	<p><i>Fireside Chat: The UK IP Office of the future</i> Join us for a discussion on the UKIPO's developments and plans for a bright and innovative future.</p> <p><i>Speakers: Natasha Chick, Director of Transformation at UKIPO & Matt Dixon, President of The Chartered Institute of Patent Attorneys and Executive Chair at Beck Greener.</i></p>
15:00-15:10	<i>Keynote: Exciting announcement coming soon!</i>
15:10-15:40	Refreshment break & networking
15:40-16:40	<p><i>Session 4: Maximizing synergy: nurturing dynamic partnerships between in-house counsel and private practice</i> The relationship between in-house lawyers and private practice professionals is crucial for client satisfaction and business success. In this session, we will delve into challenges and opportunities for establishing strong partnerships to achieve shared goals with valuable insights and practical strategies for fostering effective partnerships and driving mutual success.</p> <p><i>Speakers: Emma Lonnen, Patent Attorney at Elekta; Vladan Malesevic, Senior Partner at Ristic & Malesevic; Alice Stephenson, Founder of Plume</i></p>

TBC	Drinks reception
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Day 2

09:00-9:30	Arrival & refreshments
09:30-10:00	<i>Fireside:</i> Tencent

10:00-11:00	<p><u>Session 5: Improving the patent process: enhancing client experience through patent prosecution and administration</u></p> <p>The process of patent prosecution and administration can be complex and time-consuming, with potential delays, revisions, and rejections. This session will identify best practices for application drafting, patentability opinions, examiner interviews, appeals, interferences, due diligence strategies, and communication with clients.</p> <p><i><u>Speakers:</u> Giovanna Vigano, Senior Counsel at MasterCard</i></p>
11:00-11:10	<p><u>Keynote: Navigating the IP landscape in Russia: protection, enforcement, and risk management for rights holders</u></p> <p>This keynote will address the current IP situation in Russia, highlighting concerns from IP rights holders. Key issues include whether IP rights can still be protected, maintained, and enforced, the risks of losing existing rights, and practical steps to safeguard IP amid ongoing challenges.</p> <p><i><u>Speaker:</u> Riikka Palmos, Senior Partner at Papula-Nevinpat</i></p>
11:00-11:30	Refreshment break & networking
11:30-12:30	<p><u>Session 6: To patent or not to patent... a trade secret debate</u></p> <p>This session will explore arguments for and against patenting an innovation and evaluate it as a means of protection compared to a trade secret. Highlighting the advantages and drawbacks of each approach, the panellists will shed light on the considerations that businesses must weigh when safeguarding their innovations.</p> <p><i><u>Speakers:</u> MacKenna Roberts, General Counsel, Life Sciences and Regulatory Law, Choice TeleMed; Reddie & Grose</i></p>
12:30-13:30	<p><u>Session 7: Securing your brand online: domain names as an anticounterfeiting device</u></p> <p>Considering the prevalence of e-commerce and today's evolving digital landscape, securing the right domain name that aligns with a brand and its registered trademarks is crucial for a company's success. This session will cover domains as part of a broader IP strategy including dotBrand domains, monitoring systems for similar and infringing domains, domain blocking, and tools for domain enforcement.</p> <p><i><u>Speakers:</u> Magdalena Hesse, Brand Protection Manager at Next Holdings Ltd; Maria-Christina Peyman, Partner at Birketts</i></p>
13:30-14:40	Networking lunch and exhibition exploration

14:40-14:50	<u>Keynote: Wellbeing in practice: tips and techniques for IP professionals</u> <i>Diane Silve, Director & Senior Trademark Counsel, Mondelez International</i>
14:50-15:50	<u>Session 8: Navigating the complex landscape of standard essential patents (SEPs)</u> The session will tackle the nuanced world of SEPs, diving into the complexities and challenges of navigating, licensing, and litigating SEPs along with addressing knowledge gaps between licensees and licensors in today's dynamic market. The panel will present valuable insights on key considerations, recent developments, and best practices for effectively managing SEPs. <i>Speakers: Jamie Lewis, Head of SEPs Policy at UKIPO; Roya Ghafele, Visiting Professor, Brunel University; Adrian Howes, Head of IP and Standards, IP Policy & Advocacy at Nokia; James Boon, Partner at Bristows.</i>
15:50-16:00	<u>Closing remarks</u>

16:00-18:00	Closing drinks reception
19:00	Ticketed closing dinner (subject to availability)

The timings and presentations are subject to change.

Please contact faye@ctclegalmedia.com with any questions.